

DELIVERY

TUESDAY 21 JULY ■ 11:30AM – CONFERENCE ROOM 2

Title: **IPTV, Cable, and Over-the-Top: Changing Tastes and a Raging Battle**

Presenter: **Danny Wilson
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Abstract

Much has been heard in the press about the rising star of IPTV. For sure, offering television services certainly provides telcos a new revenue opportunity these days when Voice-over-IP, Skype and cable modems are continuously eroding their existing fix line telephone revenues.

The basic business of TV, whether cable or IPTV, is the same: delivery of interesting contents to viewers.

However, while popular wisdom says that cable and IPTV are very, very different industries, in fact, packet technology is making the two so similar that the difference is hard to tell. Yet they fight on – two worlds colliding in a frenzy of competition. Furthermore, the rise of *over-the-top* content delivered over the internet poses a more significant threat.

This paper examines the differences and similarities in both technology and topology between cable TV, IPTV, and over-the-top, and studies their business cases and service offerings.

An alarming conclusion is reached; one that sets the stage for a collision of titans – a war where the parties struggle to gain TV viewer territory!

Bio

Danny Wilson is the founder of Pixelmetrix Corporation, a Singapore-based company that specializes in the design and production of management and telemetry systems for digital broadcasters. The company's award-winning products are deployed globally at numerous terrestrial, satellite, cable and IPTV operators.

He began his management career at Hewlett-Packard, Canada, as the Business Manager of HP's Communication Measurement Division. He was responsible for the introduction of the MPEGScope Transport Stream Analyzer and the world's first ATM/B-ISDN Test System, which accelerated the development and deployment of ATM technology worldwide.

He later went on with HP to Kobe, Japan, where he established and managed HP's Asia Business Centre leading the development of the world's first multi-port network monitoring system, which was implemented throughout Japan, by NTT.



A frequent speaker at IPTV and television conferences in Europe, Asia and North America, he currently serves as Editor for the Performance Monitoring/Quality of Service workgroup of the ITU-T/IPTV-FG.